IN THE CLAIMS

1. (Previously Presented) An apparatus comprising:

a storage device to store an original content item in multiple blocks, each block containing at least a single byte, the blocks stored in a logically linear fashion within the storage allocated for the content item;

a key generator to generate a key according to an identifier value of another apparatus; and

a reorderer to reorder the blocks of the original content item according to the key without reordering the bits within the blocks, the reordered blocks stored in a nonlinear fashion within the storage allocated for the reordered content item.

2. (Previously Presented) The apparatus of claim 1 further comprising:

a transmitter to distribute the reordered blocks over a wireless broadcast channel.

3. (Previously Presented) The apparatus of claim 1 further comprising:

a transmitter to distribute the reordered blocks over a coaxial cable.

4. (Previously Presented) The apparatus of claim 1 further comprising:

a transmitter to distribute the reordered blocks over a digital subscriber line (DSL).

5. (Original) The apparatus of claim 1 further comprising:

means for writing the reordered blocks to a removable storage disc.

6. (Previously Presented) The apparatus of claim 1 further comprising:

a storage to store the reordered blocks using an addressing scheme that is the same as the one used to store the original content item, reordered blocks stored orthogonal to the addressing scheme.

7. (Original) The apparatus of claim 1 wherein each of the reordered blocks comprises a same data content as its corresponding block from the original content item.

8. (Original) The apparatus of claim 1 wherein the reordered blocks are of a uniform block size.

9. (Original) The apparatus of claim 1 wherein the reordered blocks include a first reordered block of a first block size and a second reordered block of a second block size which is different than the first block size.

10. (Previously Presented) The apparatus of claim 1 further comprising:

a storage to store a list of identifier values of a plurality of such other apparatuses;

wherein, for different identifier values of two such other apparatuses, the key generator generates different keys; and

wherein, in response to the different keys, the reorderer imposes different new block orders on the original content item.

11. (Original) The apparatus of claim 10 wherein:

the identifier values in the list are mutually unique; and

the reorderer imposes a unique new block order on the original content item for each such other apparatus.

12. (Original) The apparatus of claim 10 wherein:

the list includes a first identifier value for a first such other apparatus, and a second identifier value for both a second and a third such other apparatus, wherein the second identifier value is different than the first identifier value; and

the reorderer imposes a first new block order on the original content item for distribution to the first such other apparatus, and a second, different new block order on the original content item for distribution to either the second or the third such other apparatus.

13. (Original) The apparatus of claim 1 wherein the identifier value is a serial number of the other apparatus.

14. (Original) The apparatus of claim 1 wherein the identifier value is a random number assigned to the other apparatus.

15. (Original) The apparatus of claim 14 wherein the random number has been filtered for primeness and been found to be likely to be prime beyond a predetermined threshold.

16. (Original) The apparatus of claim 15 wherein the random number is a prime number.

17. (Original) The apparatus of claim 1 wherein:

the apparatus is a server, the other apparatus is one of a plurality of clients, and the server further comprises,

means for provisioning the clients, including the selection of the identifier values for the clients, and

means for maintaining a list of the clients' identifier values.

18. (Original) The apparatus of claim 1 wherein the identifier value comprises a session key.

19. (Previously Presented) The apparatus of claim 1 further comprising:

a transmitter to communicate over a key channel and a content channel.

20. (Original) The apparatus of claim 19 wherein the key channel and the content channel are logical channels operating over a same physical medium.

21. (Original) The apparatus of claim 1 wherein the original content item comprises an electronic programming guide.

22. (Original) The apparatus of claim 1 wherein the original content item comprises ATVEF information.

23. (Original) The apparatus of claim 1 wherein the original content item comprises a digital gift certificate.

24. (Original) The apparatus of claim 1 wherein the original content item comprises a digital coupon.

25. (Original) The apparatus of claim 1 wherein the original content item comprises a movie.

26. (Original) The apparatus of claim 1 wherein the original content item comprises an episode of a television show.

27. (Previously Presented) The apparatus of claim 1 wherein:

the apparatus further comprises a storage device; and

the reorderer conventionally encrypts blocks of the original content item, reorders the encrypted blocks of the original content item and stores them to the storage device according to a logical addressing system of the apparatus.

28. (Original) The apparatus of claim 1 wherein:

the apparatus further comprises a storage device; and

the reorderer reorders blocks of the original content item by directly manipulating physical addresses at which the blocks are stored to the storage device.

Claims 29-78 (Canceled)

79. (Previously Presented) A method comprising:

receiving from a first entity, reordered blocks of a content item, each block containing at least a single byte value, the bits within the blocks not reordered, the order of said reordered blocks different from the block order for the original content item;

creating a block reordering structure within a second entity; and

accessing a block of the original content item by retrieving it from the reordered content item according to the block reordering structure.

80. (Original) The method of claim 79 further comprising:

generating a local key within the second entity, in response to which the block reordering structure is created.

81. (Original) The method of claim 80 wherein the second entity generates the local key according to the identifier value of the second entity.

Claims 82-90 (Canceled).

91. (Previously Presented) A recordable medium having recorded thereon a reordered content item resulting from the process comprising:

storing an original content item as multiple blocks, each block containing at least a single byte of information;

generating a key in response to an identifier value of a content retrieval entity; and

reordering, as controlled by the key, the blocks of the original content item to create the reordered content item, the bits within the blocks not reordered.

92. (Original) The recordable medium of claim 91 wherein the reordered content item results from the process further comprising:

the process being performed in a server, and the content retrieval entity being one of a plurality of clients connectable to the server; and

the server maintaining a list of respective identifier values of the clients.

93. (Original) The recordable medium of claim 92 wherein the reordered content item results from the process further comprising:

the server creating the respective identifier values of the clients to be mutually unique.

94. (Original) The recordable medium of claim 93 wherein the reordered content item results from the process further comprising:

the server creating the respective identifier values of the clients as serial numbers.

95. (Original) The recordable medium of claim 93 wherein the reordered content item results from the process further comprising:

the server creating the respective identifier values of the clients as random numbers.

96. (Original) The recordable medium of claim 95 wherein the reordered content item results from the process further comprising:

the server checking the random numbers for at least a threshold likelihood of primeness.